

Form PTO-1449

(REV. 8-83)

U.S. DEPARTMENT OF COMMERCE

PATENT AND TRADEMARK OFFICE

ATTY. DOCKET NO.

8887.3004

SERIAL NO.

UNKNOWN

INFORMATION DISCLOSURE CITATION

(Use several sheets if necessary)

APPLICANT

TELECOM PARTNERS LTD.

FILING DATE

UNKNOWN

GROUP

UNKNOWN

U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER							DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
HL	AA	4	2	5	8	3	8	6	03/81	CHEUNG			
	AB	4	5	4	6	3	8	2	10/85	McKENNA et al			
	AC	5	2	2	3	9	2	4	06/93	STRUBBE			
	AD	5	5	3	2	7	3	5	07/96	BLAHUT et al			
	AE	5	5	7	9	0	5	5	11/96	HAMILTON et al			
	AF	5	5	9	6	3	7	3	01/97	WHITE et al			
	AG	5	6	0	8	4	4	5	03/97	MISCHLER			
	AH	5	6	1	9	7	0	9	04/97	CAID et al			
	AI	5	7	0	4	0	1	7	12/97	HECKERMAN et al			
HL	AJ	5	7	0	8	4	7	8	01/98	TOGNAZZINI			

FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER							DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
													YES	NO

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

HL	BA	Product Literature, DoubleClick Inc., "DoubleClick: Reporting,"
	BB	Marketing literature, Firefly Corporation, "Firefly passport Office"
HL	BC	Product Literature, Aptex Software Inc., "SelectCast for Ad Servers"
	BD	Product Literature, Aptex Software Inc., "SelectCast for Commerce Servers"
HL	BE	Media Metrix Frequently Asked Questions
	BF	Net Perceptions Corporation, white paper entitled "Adding Value in the Digital Age"

EXAMINER

Hunter Lonsberry

DATE CONSIDERED

9/30/02

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

Form PTO-1449

(REV. 8-83)

U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE

ATTY. DOCKET NO.

8887.3004

SERIAL NO.

09/205,119

INFORMATION DISCLOSURE CITATION

(Use several sheets if necessary)

APPLICANT

ELDERING ET AL.

FILING DATE

03 DEC 1998

GROUP

2711

Group 2700

APR 26 2000

RECEIVED

U.S. PATENT DOCUMENTS

EX INITIAL		DOCUMENT NUMBER							DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
LL	AK	5	9	4	8	0	6	1	09/99	Merriman et al.	709	219	
	AL	4	7	4	5	5	4	9	05/88	Hashimoto	364	402	
	AM	5	7	4	0	5	4	9	04/98	Reilly et al.	705	14	
	AN	5	4	1	0	3	4	4	04/95	Graves et al.	348	1	
	AO	5	7	4	9	0	8	1	05/98	Whiteis	707	102	
	AP	5	6	3	6	3	4	6	06/97	Saxe	395	201	
	AQ	6	0	0	9	4	1	0	12/99	LeMole et al.	705	14	
	AR	6	0	0	9	4	0	9	12/99	Adler et al.	705	14	
	AS	5	9	3	3	8	1	1	08/99	Angles et al.	705	14	
	AT	5	7	2	4	5	2	1	03/98	Dedrick	395	226	
bc	AU	5	7	6	1	6	0	1	06/98	Nemirofsky et al.	455	3.1	

FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER							DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
													YES	NO

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

EXAMINER

DATE CONSIDERED

Hunter Lonsberry

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

Form PTO-1449

(REV. 8-83)

U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE

ATTY. DOCKET NO.

8887.3004

SERIAL NO.

09/205,119

INFORMATION DISCLOSURE CITATION

(Use several sheets if necessary)

APPLICANT

ELDERING ET AL.

FILING DATE

03 DEC 1998

GROUP

2711

RECEIVED
APR 26 2000
Group 2700

U.S. PATENT DOCUMENTS

EX INITIAL		DOCUMENT NUMBER							DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
1-L	AV	4	6	0	2	2	7	9	07/86	Freeman	358	86	
	AW	5	1	5	5	5	9	1	10/92	Wachob	358	86	
	AX	5	7	7	4	1	7	0	06/98	Hite et al.	358	9	
	AY	5	5	6	5	9	0	9	10/96	Thibadeau et al.	348	9	
	AZ	5	0	9	9	3	1	9	03/92	Esch et al.	358	86	
	AAA	5	3	1	9	4	5	5	06/94	Hoarty et al.	348	7	
HC	ABB	5	9	4	8	0	6	1					

FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER							DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
													YES	NO

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

EXAMINER

Hunter Lonsberry

DATE CONSIDERED

5/30/02

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

Form PTO-1449

(REV. 8-83)

U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE

ATTY. DOCKET NO.

T704-00

SERIAL NO.

09/205119

INFORMATION DISCLOSURE CITATION

(Use several sheets if necessary)

APPLICANT

ELDERING ET AL.

FILING DATE

03 DEC 1998

GROUP

2711

U.S. PATENT DOCUMENTS

EX INITIAL		DOCUMENT NUMBER							DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
HL	ACC	5	2	5	1	3	2	4	10/93	McMullan, Jr.	455	2	
	ADD	5	3	7	4	9	5	1	12/94	Welsh	348	4	
	AEE	5	7	5	8	2	5	7	05/98	Herz et al.	455	2	
	AFF	5	7	9	6	9	5	2	08/98	Davis et al.	396	200.54	
	AGG	5	8	4	8	3	9	6	12/98	Gerace	705	10	
	AHH	5	9	1	8	0	1	4	06/99	Robinson	395	200.49	
	AII	5	9	7	4	3	9	8	10/99	Hanson et al.	705	14	
	AJJ	5	9	7	7	9	6	4	11/99	Williams et al.	345	327	
	AKK	5	9	9	1	7	3	5	11/99	Gerace	705	10	
	ALL	6	0	1	4	6	9	8	01/00	Griffiths	709	224	
HL	AMM	6	0	2	0	8	8	3	02/00	Herz et al.	345	327	

FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER							DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
													YES	NO
HL	CA	9	7	4	1	6	7	3	11/97	WO				
	CB	9	8	2	1	8	7	7	05/98	WO				
	CC	9	9	0	1	9	8	4	01/99	WO				
	CD	9	9	0	4	5	6	1	01/99	WO				
HL	CE	9	9	5	2	2	8	5	10/99	WO				

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

HL	BM	"The Active/Passive Digital Meter System" April 1997, Nielsen Media Research (2pp.)
	BN	Nielson Media Research "Success Through Innovation" September 19997, Nielsen Media Research (5pp.)
	BO	Product Literature "DoubleClick Debuts New Tool For Testing Creative On The Web", May 1996, PRNewswire, (2pp.)
HL	BP	IEEE Publication "A Framework for Targeting Banner Advertisements on the Internet", Gallagher, K and Parsons, J., January 1997, pages 265-274 Vol. 4, Proceedings of the 30th Hawaii Int'l Conference (12pp.)

EXAMINER

DATE CONSIDERED

HL

5/30/02

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

Form PTO-1449
(REV. 8-83)

U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE

ATTY. DOCKET NO.

T704-00

SERIAL

09/20519

APPLICANT

ELDERING ET AL.

FILING DATE

03 DEC 1998

GROUP

2711

INFORMATION DISCLOSURE CITATION

(Use several sheets if necessary)

U.S. PATENT DOCUMENTS

EX INITIAL		DOCUMENT NUMBER							DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
HL	ANN	6	0	2	6	3	6	8	02/00	Brown et al.	705	14	
	AOO	6	0	2	6	3	6	9	02/00	Capeck	705	14	
	APP	6	0	5	7	8	7	2	05/00	Candelore	348	3	
	AQQ	6	0	8	8	7	2	2	07/00	Herz et al.	709	217	
	ARR	6	1	0	8	6	3	7	08/00	Blumenau	705	7	
	ASS	6	1	1	9	0	9	8	09/00	Guyot et al.	705	14	
HL	ATT	6	1	3	4	5	3	2	10/00	Lazarus et al.	705	14	

FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER								DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
														YES	NO
HL	CF	9	9	6	0	7	8	9	11/99	WO					
1	CG	0	0	0	8	8	0	2	02/00	WO					
1	CH	0	0	1	4	9	5	1	03/00	WO					
HL	CI	0	0	5	4	5	0	4	09/00	WO					

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

EXAMINER

Hunter/Conberry

DATE CONSIDERED

9/30/02

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.